



County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
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(213) 974-1101
<http://ceo.lacounty.gov>

WILLIAM T FUJIOKA
Chief Executive Officer

Board of Supervisors
GLORIA MOLINA
First District

MARK RIDLEY-THOMAS
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

July 13, 2011

To: Department Heads

From: William T Fujioka
Chief Executive Officer

A handwritten signature in black ink, appearing to read "W. T. Fujioka", is written over the printed name and title.

COUNTY STRATEGIC PLAN – ORGANIZATIONAL COMMUNICATION

The critical importance of organizational communication, both internal and external, was recently adopted by the Board of Supervisors as a primary goal within the new County of Los Angeles Strategic Plan. Within that goal is a commitment to improved communications to Board offices on urgent and critical matters, both positive and negative. Direct, timely and thorough information sharing to the Board must be a priority for all departments.

To that end, department heads should immediately incorporate the following practices when addressing an extraordinary situation or event, especially that which is likely to have significant media interest and exposure.

1. As discussed on previous occasions, information regarding urgent and/or critical events must be shared directly with the Board as soon as possible with concurrent notification to our office.
2. When an extraordinary situation warrants notification to Board of Supervisors' policy deputies, the Board's five press deputies must also receive notification simultaneously. The Board's press deputies are routinely contacted by the media regarding extraordinary events, and early engagement and notification to these five individuals is an asset to departments. Current contact information for the Board press deputies is routinely distributed to departments, but can also be obtained by contacting CEO Public Affairs at (213) 974-1363.
3. Public Information Officers or delegated communications staff within individual departments should be included in notifications at the onset of the event, and

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continue to be included throughout further developments. The opinion and expertise these individuals provide is a critical component of the dialogue on how to respond to extraordinary events. They must be engaged and included by department heads early and continually.

4. The Office of Public Affairs within the Chief Executive Office should be included on any notifications of extraordinary events that may be sent to Board of Supervisors' deputies, Deputy CEO's, or other senior leaders. CEO Public Affairs is routinely the first point of contact for members of the media who are unfamiliar with the County's structure and internal points of contacts. Engaging CEO Public Affairs at the onset of an extraordinary situation can provide departments with rapid access to advice and guidance on how to successfully engage the media and improve the quality of the potential coverage.

Questions or clarifications can be directed to Ryan Alsop, Assistant Chief Executive Officer, or David Sommers, Acting Director of Public Affairs, who can be reached at (213) 974-1363, by cell at (213) 453-6446, by email at dsommers@ceo.lacounty.gov.

WTF:RA:DS:ga

c: Each Supervisor
Board Communication Deputies